

Broadcasting Dec 6



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Broadcasting Dec 6

CBS, HBO and Columbia join forces □ Hill hears pros and cons on cable copyright □ Television competition—playing for keeps in Boston □ NBC affiliates join financial interest act

HOLLYWOOD HEAVYWEIGHT □ HBO, CBS and Columbia Pictures forge alliance. Outline of motion-picture goals includes mention of production for pay-per-view market. **PAGE 35.**

CABLE COPYRIGHT □ Hearings on Capitol Hill come up with new twists for legislation in wake of Copyright Royalty Tribunal's mandated rate changes. **PAGE 37.**

CBS-TV GUNS OF NOVEMBER □ Network wins Arbitron, Nielsen sweeps. **PAGE 39.**

FCC OVERSIGHT □ At Hill hearing to review commission activity, principal broadcast issue is proposed rulemaking to repeal financial-interest and syndication rules for TV networks. Wirth is critical of FCC's approach to TV deregulation issue. **PAGE 40.**

MINORITIES TAX BREAK EXTENDED □ FCC approves use of certificates as incentives for cable ownership. **PAGE 41.**

PICKING UP THE NFL PIECES □ Nielsen ratings indicate post-strike games are pulling good numbers. Regular-season billings at networks estimated to be off \$97 million. Affiliates still assessing impact. **PAGE 42.**

JUSTICE DEFENDS HILL BAN □ In filing at Supreme Court, agency disputes district judge's contention that Congress violated First Amendment by forbidding editorials on public stations. **PAGE 42.**

SQUARING OFF IN BOSTON □ Two new TV owners and one determined oldtimer are in middle of accelerated struggle for supremacy in sixth largest market. **PAGE 52.**

PBS PLANS FOR '83 □ Stations' vote to expand

MacNeil/Lehrer Report is not overwhelming mandate. Public broadcasters also review 47 other program proposals, mostly for next fall. **PAGE 56.**

CUT OF SPECTRUM FOR MOBSAT □ NASA makes offer it hopes FCC won't refuse: mobile phone service via satellite to underserved portions of America. **PAGE 60.**

HOLD THAT COPYRIGHT HIKE □ Turner joins NCTA and New York cable commission in appeals court, arguing tribunal-ordered Jan. 1 increase in rates would double superstation payments to producers. **PAGE 66.**

JUDGE BARS DOOR □ Broadcasters denied camera and mike access to Miami trial, crushing media hopes for precedent-setting entry into federal court. **PAGE 69.**

UNESCO FEARS LESSEN □ U.S. and western allies negotiate changes in draft document that in original form would restrict flow of information. **PAGE 69.**

TWO DOWN, ONE TO GO □ NBC-TV affiliates board lines up beside CBS-TV board in support of networks' drive for repeal of syndication and financial interest rules. ABC-TV closed-circuits its case to stations prior to affiliates board meeting this week. **PAGE 71.**

FRENCH TELETEXT CONNECTION □ Several firms in France and arms of government there establish company with New York-based subsidiary. **PAGE 74.**

COUNSEL FOR JUDGMENT DAY □ More and more major communications companies are learning that a call to consultant Paul Bortz is a prudent preliminary to an important business decision. **PAGE 95.**

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based on diaries published by Arbitron and Nielsen; and advertisers, they added, will not buy air time on the basis of coincidentals. They also noted that KTXH's campaign blitz, coupled with its unedited showing of "The Deer Hunter" (always an audience attraction, general managers agreed) and plain old viewer curiosity could have helped contribute to KTXH's instant success. In any case, judgment will have to wait until the November ratings books are published on Dec. 18, they said.

Qube: five years old

Warner Amex's interactive cable system, born in Columbus, Ohio, five years ago, is now available to 170,000 subscribers in seven cities and is still growing

Five years ago last Wednesday, some 2,500 homes in Columbus, Ohio, helped usher in a new age in telecommunications—"interacting" with their television sets—thanks to the Qube cable system developed by Warner Amex Cable Communications (at the time, Warner Cable Communications).

Qube technology, several generations later, is now available to 170,000 cable subscribers in Columbus, Cincinnati, Pittsburgh, Dallas, Houston and suburbs of both St. Louis and Chicago, with construction scheduled to begin soon in Milwaukee. Indeed, most observers credit Qube with having helped Warner Amex win those franchises. And the interactive capability of Qube, with its potential for consumer marketing applications, was certainly one of the attractions Warner Cable held for American Express when it purchased 50% of the company (along with half of a co-owned programming concern) to form Warner Amex Cable Communications in September 1979.

In the first days of Qube in Columbus, Warner Amex began laying claim to a long series of "firsts" for the cable industry: a first "infomercial" on Qube's opening day—with Bradford Travel Service touting Mexican vacation opportunities and giving subscribers a chance to make reservations or request further

information by "touching in," as Qube calls it, on their Qube terminals.

That December also saw an interactive game show: a children's program called *Flippo's Magic Circus*. The next month, during a Columbus blizzard, the city's mayor was able to "dialogue" with Qube subscribers during special "snow emergency" programming. Over the years, Qube has served as the vehicle for "town meetings" and various polling experiments. Perhaps more significantly, Qube helped pioneer cable-delivered pay-per-view programming: the June 1980 Leonard-Duran fight was seen by 7,500 Qube homes, the Holmes-Cooney bout last June by 15,000, not to mention the variety of other pay-per-view products that Qube offers. □

Programing network for LPTV formed

JPD Entertainment joins with Osmond Studios and trade association in new venture

The JPD Television Network, designed to serve low-power television stations, has been formed as a joint venture involving JPD Entertainment, Osmond Studios and the National Institute for Low-Power Television.

Representatives of the three entities made the announcement at a news conference in Los Angeles last Monday (Nov. 29). Although no launch date was announced, an affiliates' meeting is planned for June 1983, at Osmond Studios in Orem, Utah.

According to JPD Entertainment President James Patrick Devaney, the network's production will be carried out at the Utah studios, with executive offices maintained in Los Angeles. Devaney said an initial production budget of \$45 million has been set for the network's first three years, with 21 hours of prime time programming to be offered each week. Material will be distributed by satellite.

JPD Entertainment, a Los Angeles-based entertainment programming/producer/distributor, has applied for 20 LPTV licenses of its own. Devaney estimates that the FCC will

Ratings Roundup

ABC-TV broke CBS-TV's winning streak in the ninth week of the 1982-83 prime time season. Finishing only a 10th of a point ahead of CBS for the week ending Nov. 28, ABC averaged a 17.6 rating and 28 share against CBS's 17.5/28 and NBC-TV's 15.2/24.4.

Season-to-date averages left CBS still well out in front (18.3/29) with ABC second (16.7/27) and NBC third (15.7/25). CBS also continued to lead in the November sweeps, averaging 18.8 against ABC's 17.3 and NBC's 14.7 in Nielsen figures and 19 against ABC's 17.2 and NBC's 14.6, according to Arbitron.

The three-network rating and share slipped to 50.3/80.8 from the previous week's 51.3/81.

ABC won Monday, Tuesday, Wednesday and Saturday, although the return of *Monday Night Football* after the eight-week players strike scored only a 19.3/32 against CBS's *M*A*S*H* (20.5/29), *Newhart* (20.6/30) and *Cagney and Lacey* (17.9/29) and NBC's *Monday Night Movie*, "A Day for Thanks" (18.3/29). Monday averages were ABC (19.8/29.5), CBS (18.2/27.3) and NBC (17.8/26.4).

The First 20

1.	60 Minutes	CBS	27 1/41
2.	Three's Company	ABC	22 5/34
3.	Jeopardy	CBS	22 5/33
4.	One Day at a Time	CBS	22 3/33
5.	Dallas	CBS	21 5/34
6.	Love Boat	ABC	20 9/33
7.	NBC Sunday Night Movie	NBC	20 7/32
8.	Newhart	CBS	20 6/30
9.	Laverne and Shirley	ABC	20 5/32
10.	WBC Heavyweight Championship Fight	ABC	20 5/33
11.	M*A*S*H	CBS	20 5/29
12.	Archie Bunker's Place	CBS	20 3/30
13.	Hill Street Blues	NBC	20 3/37
14.	Happy Days	ABC	20 2/32
15.	Monday Night Football	ABC	19 3/32
16.	9 to 5	ABC	19 3/30
17.	Dynasty	ABC	19 1/32
18.	Falcon Crest	CBS	19/31
19.	Trapper John, M.D.	CBS	19/31
20.	Fall Guy	ABC	18 8/30

The Final Five

65.	20/20	ABC	11 5/21
66.	Remington Steele	NBC	11 3/19
67.	Gavilan	NBC	11 1/17
68.	Devlin Connection	NBC	10 1/18
69.	Cheers	NBC	10/18



Big five. Warner Amex's Columbus, Ohio, Qube system celebrated its fifth anniversary Dec. 1. Joining President and General Manager John Schmuhl and Program Director John Petrie in celebration are employees (standing, l-r): Frank Forth, Mark Gettinger, Schmuhl, Petrie, Mark Basford and Jerry Hoffman. Kneeling, l-r: David Vaughn, Pat Arthur, Rich Arnold and Jim Jaeger.

eventually license 3,000 low-power stations and contends such outlets will "need a bona-fide network to compete in today's broadcast environment, particularly in major markets where existing program services already saturate."

The principals did not indicate how start-up capital will be generated to build the network, although they foresee advertising income and ancillary sale of network programs to foreign and home video markets. JPD Network will present a variety of programming material that will include overseas production, according to Devaney. It also plans to produce programs for local as well as network broadcast.

The National Institute for Low-Power Television, a partner in the venture, is sponsoring an LPTV conference in Anaheim, Calif., Jan. 24-26. □

tion of CP (BPED-800616BA) to make changes in ant. sys.; change type trans.; change type ant. Ann. Nov. 22.

■ KSHO-FM (96.3 mhz) Kailua, Hawaii.—Seeks modification of CP (BPH-800225AJ) to change SL and RC; decrease ERP to 50 kw and change TPO. Ann. Nov. 22.

■ WLCA (89.9 mhz) Godfrey, Ill.—Seeks CP to make changes in ant. sys.; change type trans.; increase ERP to 1.455 kw; increase HAAT to 178 ft. and change TPO. Ann. Nov. 22.

■ KLUV-FM (105.5 mhz) Haynesville, La.—Seeks modification of CP (BPH-801104AJ, as mod.) to change TL; increase HAAT to 281 ft. and change TPO. Ann. Nov. 22.

■ WKXA-FM (95.9 mhz) Brunswick, Me.—Seeks CP to decrease ERP to 15 kw; increase HAAT to 400 ft. and change TPO. Ann. Nov. 22.

■ WGER-FM (102.3 mhz) Bay City, Mich.—Seeks CP to change TL; decrease HAAT to 744 ft. and change TPO. Ann. Nov. 22.

■ WGGF (105.1 mhz) Duluth, Minn.—Seeks CP to increase HAAT to 789 ft. Ann. Nov. 22.

■ KTUF (93.5 mhz) Kirksville, Mo.—Seeks modification of CP (BPH-800827AB, as mod.) to increase ERP to 1.3 kw; decrease HAAT to 455 ft. and change TPO. Ann. Nov. 22.

■ KQKQ (98.3 mhz) Bandera, Tex.—Seeks CP to change TL; change ERP to 1.82 kw; change HAAT to 387 ft. and make changes in ant. sys. Ann. Nov. 22.

■ KKLX (96.7 mhz) Moab, Utah.—Seeks modification of CP (BPH-800721AE, as mod.) to change TL; change HAAT to -631 ft. and change TPO. Ann. Nov. 22.

■ WLFE (102.3 mhz) St. Albans, Vt.—Seeks modification of CP (BPH-811208AO) to increase ERP to 440 w. Ann. Nov. 22.

■ WMIL-FM (106.1 mhz) Waukesha, Wis.—Seeks CP to decrease ERP to 13.1 kw; increase HAAT to 976 ft. and change TPO. Ann. Nov. 22.

TV applications

Accepted

■ WTBS (ch. 17) Atlanta, Ga.—Seeks CP to install new aux. trans. and ant. Ann. Nov. 22.

■ WWSB-TV (ch. 27) West Point, Miss.—Seeks MP (BPCT-800507KE) to change TL. Ann. Nov. 22.

AM action

■ WGFP (940 khz) Webster, Mass.—Granted construction permit to increase power from 250 w to 1 kw; specify SL and RC; also make changes in ant. sys. Action Nov. 9.

FM actions

■ *KRBD (105.9 mhz) Ketchikan, Alaska.—Granted CP to make changes in ant. sys.; change TL; change SL; change type trans.; change type ant.; decrease ERP to 7 kw; change HAAT to -372 ft. and change TPO. Action Nov. 16.

■ KBMI (97.7 mhz) Roma, Tex.—Granted modification

of CP (BPH-810507AA) to make changes in ant. sys.; change TL; Action Nov. 10.

■ *WNHS (88.7 mhz) Portsmouth, Va.—Granted CP to change ERP to 1 kw; change type trans. and change TPO. Action Nov. 16.

■ *KUBS (91.5 mhz) Newport, Wash.—Granted CP to make changes in ant. sys. change TL and SL; change type trans.; change ERP to 150 kw (H); change HAAT to -538 ft. (H) and change TPO. Action Nov. 16.

TV actions

■ WBMG (ch. 42) Birmingham, Ala.—Granted CP to change ERP 2,163 kw vis., 216 kw aur.; change HAAT to 1380 9 ft. and increase tower height. Action Nov. 10.

■ KFTV (ch. 21) Hanford, Calif.—Granted CP to change ERP to 2,820 kw vis., 282 k2 aur.; change HAAT to 1830 ft. and change directional transmitting antenna. Action Nov. 15.

■ KTBO-TV (ch. 14) Oklahoma City.—Granted CP to change ERP to 1,216 kw vis., 243 kw aur. Action Nov. 15.

In contest

FCC actions

■ Review Board granted two year short term license renewal to Gross Telecasting Inc. for WIIM-TV and full term renewals for WIIM-AM-FM Lansing, Mich., reversing ALJ's decision denying renewal of all three. Action Oct. 29.

■ ALJ Joseph Chachkin granted Unity Broadcasting Co. of Washington State Inc. CP for new TV on ch. 16 at Everett, Wash. ALJ gave preferences to Unity over competing applicants on grounds of integration of ownership and management and diversification of ownership interests. Initial decision Nov. 2.

■ FCC Telecommunications Committee authorized Metro-media Inc. to purchase paging and mobile telephone services in four largest metropolitan areas. Action Nov. 4.

■ ALJ Frederic J. Coufal denied United Broadcasting Inc.'s application for renewal of license of WOOK(FM) Washington; granted District Broadcasting Co. CP for new FM on WOOL's frequency of 100.3 mhz; and denied competing application of Hispanic Broadcasting Corp. for same channel. Action Nov. 1.

■ FCC Review Board granted The Global Broadcasting Group authority to operate on former facilities of WHBI(FM) Newark, N.J. on interim basis until application is granted in separate comparative proceeding for permanent operation on station's frequency. Action Nov. 16.

■ FCC denied request by Defiance Communications Inc. for waiver of regional concentration rules, and dismissed application for assignment of license WONW(AM) Defiance, Ohio, from Tri-State Broadcasting Inc. to DCI. DCI's

parent, Central Broadcasting Corp., operates stations within 100 miles of Defiance. Action Nov. 17.

■ FCC Review Board upheld FCC ALJ's decision to award CP to North Carolina Radio Services Inc. for new FM at Elizabeth City, N.C. Action Nov. 18.

■ ALJ Conlin conditionally granted application of GACO Communications Corp. for new TV on ch. 11 at Houma, La., and denied competing application of The Way of Life Television Inc. ALJ said TWL failed to establish its financial effective in 50 days unless appeal is filed within 30 days for FCC reviews it on own motion. Action Nov. 15.

■ FCC Review Board affirmed ALJ Summary Decision released June 11 authorizing Son Broadcasting Inc. to establish new VHF TV station on ch. 11 at Santa Fe. Action Nov. 23.

Call letters

Applications

Call	Sought by
New AM	
KZMQ	KMMZ Radio Limited Partnership, Greybull, Wyo.
New TVs	
KTCO	Boulder Telecasting Corp., Boulder, Colo.
WIIM-TV	John R. Powley, Iron Mountain, Mich.
KONY	Olmstead Enterprises Inc., Thief River Falls, Minn.
WKCH-TV	Knoxville Family Television Inc., Knoxville, Tenn.
Existing AM's	
KZHI	KIOE Honolulu
KLEO	KWKN Wichita, Kan.
WLLT	WYYS Fairfield, Ohio
WANR	WNEU Wheeling, W. Va.
WFCL	WRJQ Clintonville, Wis.
WCKK	WAGO Oshkosh, Wis.
Existing FM's	
KEZL	KJFM Oceanside, Calif.
KSNR	KOSN-FM Thief River Falls, Minn.
WCSE	WIAK Clifton Park, N.Y.
WKXZ	WCHN-FM Norwich, N.Y.
KRCK	KLLB Portland, Ore.
WATO-FM	WETOQ Oak Ridge, Tenn.
Existing TV	
KCWS	KTWC Glenwood Springs, Colo.

Grants

Call	Assigned to
New AM's	
KFPS	Twenty-One Sound Communications Inc., Salem, Mo.
KOAW	Mountain Top Radio, Ruidoso Downs, N.M.
WPRX	Gauthier and Rodriguez Radio Associates, Sabana Grande, P.R.
New FM's	
WYCE	Wyoming Public Schools, Wyoming, Mich.
KOVC-FM	Ingstad Broadcasting Inc., Valley City, N.D.
WAOZ	Cornwall Broadcasting Corp.
Existing AM's	
KTNX	KANC Anchorage, Alaska
KLTT	KBRN Brighton, Colo.
WBBE	WAXU Georgetown, Ky.
KGLD	KQRS Golden Valley, Minn.
WKZU	WLNH Laconia, N.H.
WNKZ	WJRB Madison, Tenn.
KPUB	KRWI Winters, Tex.
Existing FM's	
WCRX	WUIC Chicago
WKXK	WQTK-FM Saint Johns, Mich.
KXGC-FM	KULP-FM El Campo, Tex.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	285	3,039
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses